

## **PACKAGING – General information**

### **You Need to Supply**

- Entries in their final form - fully made up.

### **Please Provide Detailed Information On**

- Stocks used and weight of those
- Production method
- Print equipment used – Machinery used in the process
- Number of press passes
- Print run.

### **Judging Criteria**

- Judging is based on the technical excellence in all facets of the production process and allows for specialists to make a judgement based on the potential and the limits of that process
- Each entry submitted is individually assessed and has an equal opportunity of being recognised with a Pride In Print Award
- Previous gold medal and highly commended entries from the same printer will not be accepted.

### **The following aspects are important to the judges considering each entry**

- Print quality – registration, hickies, mottling, ghosting, colour consistency
- Print to cut registration
- Diecutting / creasing quality – cutting free of paper dust – register with print – nicking kept to a minimum – creasing should show no signs of cracking or stressing
- Embossing – in register with print, (if applicable) – even pressure all over – free of cracking, stressing
- Foiling – in register – good even coverage of foil – free from bridging – correct impression – clean edges
- Finishing accuracy (print line up around carton etc)
- Structural Design – performance of entry with emphasis on package development
- Carton/case, innovation, uniqueness, and, environmental consideration in relation to required functionality
- Graphic design – as it pertains to enhance the structure and overall appearance of the package (colour, appearance, printing quality, bar code)
- The degree of difficulty in producing the entry
- Machinability, processing and handling (product performance at end user level)
- Bar code verified to GSI specifications.



## PACKAGING - FLEXOGRAPHIC PRINTING



### You Need to Supply

- A minimum of two sequential, continuous, full width revolutions of the print cylinder
- A sample or single repeat of the design is required in case an entry becomes eligible for selection for the Supreme Award.

### Please Provide Detailed Information On

- Number of colours
- Material types
- Coatings and/or laminations
- Production method
- Print equipment used
- Print run size.

### Judging Criteria

- All entries in this category must have been produced on a production press. Proofing press or machine press proofs will not be accepted as an entry
- Judging is based on the technical excellence in all facets of the production process and allows for specialists to make a judgement based on the potential and the limits of that process
- Each entry submitted is individually assessed and has an equal opportunity of being recognised with a Pride In Print Award.

### The following aspects are important to the judges considering each entry

- Registration over the two image repeats or continuous repeat length of cylinder repeat and across the full width of the printed sample
- Ink laydown onto substrate
- Formation and clean printed screen reproduction
- Solids and type ink laydown opacity on opaque or transparent substrates
- Bar code verified to GSI specifications
- Special inks with difficult printing properties
- Solids and screens combinations
- Special key coatings or overlaquers
- Halos, impression, ink laydown effects, reverse out type, all parts of the image to be clean and readable
- The degree of difficulty in producing the entry
- Even colour balance across the web.

## PACKAGING - METAL PRINTING

- Flat sheets will not be accepted. Product must be supplied in the final format, fully made up.

## PACKAGING - GRAVURE PRINTING

### You Need to Supply

- A minimum of two sequential, continuous, full width revolutions of the print cylinder
- A sample or single repeat of the design is required in case an entry becomes eligible for selection for the Supreme Award.



### Please Provide Detailed Information On

- Number of colours
- Material types
- Coatings and/or laminations
- Production method
- Print equipment used
- Print run size.

### Judging Criteria

- All entries in this category must have been produced on a production press. Proofing press or machine press proofs will not be accepted as an entry
- Judging is based on the technical excellence in all facets of the production process and allows for specialists to make a judgement based on the potential and the limits of that process
- Each entry submitted is individually assessed and has an equal opportunity of being recognised with a Pride In Print Award.

### The following aspects are important to the judges considering each entry

- Registration over the two image repeats or continuous repeat length of cylinder repeat and across the full width of the printed sample
- Ink laydown onto substrate
- Ink key to substrate if laminated – adhesion of the laminate
- Formation and clean printed screen reproduction
- Solids and type ink laydown opacity on opaque or transparent substrates
- Bar code verified to GSI specifications
- Special inks with difficult printing properties
- Solids and screens combinations, i.e. vignettes
- Stability of the material also width in shrink or stretch longitudinal or across
- Special key coatings or over-lacquers
- In line with printing as lamination or registered surface or reverse print or coatings as cold seal or heat seal
- Ink laydown effects, reverse out type, and all parts of the image to be clean and readable
- The degree of difficulty in producing the entry
- Even colour balance across the web.